CLAIMS

What is claimed is:

1   1.   A method for collaborative forecasting utilizing a supply chain management

2   framework, comprising the acts of:

3   a)   identifying a global forecast for a plurality of outlets of a supply chain;

4   b)   storing the global forecast in memory;

5   c)   transmitting the global forecast to each of the outlets utilizing a network;

6   d)   receiving feedback relating to the global forecast from the outlets utilizing the

7   network;

8   e)   storing the feedback in memory;

9   f)   altering the global forecast based on the feedback; and

10   g)   managing the supply chain utilizing the altered global forecast.

1   2.   The method of claim 1, wherein the global forecast is transmitted to and the

2   feedback is received from a sample of the outlets of the supply chain.

1   3.   The method of claim 1, wherein the global forecast is transmitted to the outlets

2   with a survey, and the feedback includes survey data.

1   4.   The method of claim 1, further comprising translating the feedback prior to

2   altering the global forecast.

1   5.   The method of claim 4, wherein the feedback includes a format different from that

2   of the global forecast.

1   6.   The method of claim 1, wherein the global forecast is a forecast of sales

2   associated with the outlets in response to a promotion.

1　7.　　The method of claim 1, wherein the network includes the Internet.

1　8.　　The method of claim 1, further comprising sending the altered forecast to the

2　　　　outlets of the supply chain utilizing the network, and conditionally including the

3　　　　outlets in a promotion based on a response to the altered forecast.

1　9.　　A system for collaborative forecasting utilizing a supply chain management

2　　　　framework, comprising:

3　a)　logic for identifying a global forecast for a plurality of outlets of a supply chain;

4　b)　logic for storing the global forecast in memory;

5　c)　logic for transmitting the global forecast to each of the outlets utilizing a network;

6　d)　logic for receiving feedback relating to the global forecast from the outlets

7　　　　utilizing the network;

8　e)　logic for storing the feedback in memory;

9　f)　logic for altering the global forecast based on the feedback; and

10　g)　logic for managing the supply chain utilizing the altered global forecast.

1　10.　The system of claim 9, wherein the global forecast is transmitted to and the

2　　　　feedback is received from a sample of the outlets of the supply chain.

1　11.　The system of claim 9, wherein the global forecast is transmitted to the outlets

2　　　　with a survey, and the feedback includes survey data.

1　12.　The system of claim 9, further comprising translating the feedback prior to

2　　　　altering the global forecast.

1　13.　The system of claim 12, wherein the feedback includes a format different from

2　　　　that of the global forecast.

1　14.　The system of claim 9, wherein the global forecast is a forecast of sales associated

2　　　　with the outlets in response to a promotion.

1   15.   The system of claim 9, wherein the network includes the Internet.

1   16.   The system of claim 9, further comprising sending the altered forecast to the
2   outlets of the supply chain utilizing the network, and conditionally including the
3   outlets in a promotion based on a response to the altered forecast.

1   17.   A computer program product for collaborative forecasting utilizing a supply chain
2   management framework, comprising:
3   a)   computer code for identifying a global forecast for a plurality of outlets of a
4   supply chain;
5   b)   computer code for storing the global forecast in memory;
6   c)   computer code for transmitting the global forecast to each of the outlets utilizing a
7   network;
8   d)   computer code for receiving feedback relating to the global forecast from the
9   outlets utilizing the network;
10   e)   computer code for storing the feedback in memory;
11   f)   computer code for altering the global forecast based on the feedback; and
12   g)   computer code for managing the supply chain utilizing the altered global forecast.

1   18.   The computer program product of claim 17, wherein the global forecast is
2   transmitted to and the feedback is received from a sample of the outlets of the
3   supply chain.

1   19.   The computer program product of claim 17, further comprising translating the
2   feedback prior to altering the global forecast.

1   20.   The computer program product of claim 17, further comprising sending the
2   altered forecast to the outlets of the supply chain utilizing the network, and
3   conditionally including the outlets in a promotion based on a response to the
4   altered forecast.